



## PATENT ABSTRACTS OF JAPAN

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SONEOKA AKINAO****(54) METHOD AND SYSTEM FOR MARKETING****(57) Abstract:**

**PROBLEM TO BE SOLVED:** To promote sales by dynamically introducing merchandises that individual users are interested by using user attribute and product attribute.

**SOLUTION:** A purchase part 31 of a purchaser device 3 sends the ID of a merchandise to be purchased and a user attribute saved in a user information saving part 32 to a sales part 13 of a sales device 1. The sales part 13 sends them to a selection part 13. The selection part 13 acquires the attribute of the merchandise corresponding to the ID from a merchandise information retention storage part 11. Then the interest of the user is grasped and the merchandises are classified. Consequently, the user attribute and merchandise attribute are reflected on each other and they are updated. The merchandise that the user is interested in is selected by using the updated user attribute. Then the updated merchandise attribute is used to select a merchandise.

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